

LOUISIANA INTERNATIONAL TRADE BULLETIN

INSIDE THIS ISSUE

- Page 2 - Duty Drawback and Deferral Programs Possibly to End; NAFTA Information; World Affairs Council Events; Chef Training Program Promotes Louisiana Cuisine; Best Prospects for U.S. Exports to Israel; New Ex-Im Financing Program; New Requirements by Food and Drug Administration
- Page 3 - U.S. Commerce Department International Events; Report on EU Value-Added (VAT) Tax Rules; New Interactive Trade Data Website; IDB Business Seminar on Modernization of the State; Blaine Kern to Speak at November 18 Luncheon
- Page 4 - Protecting Trademarks and Patents in the EU; Pelican Press Featured in U.S. Export Magazine

November 2003

OCTOBER 31 BRIEFING ON SIX MAJOR OIL & GAS MARKETS

The World Trade Center, the New Orleans U.S. Export Assistance Center, and other organizations will sponsor an expanded luncheon briefing on **Friday, October 31** from 11:00 a.m. until 2:00 p.m. in the Plimsohl Club on **“Worldwide Opportunities for the Oil & Gas Industry: Canada, Mexico, Nigeria, Eastern Russia/Sakhalin Island, Venezuela & UAE”** featuring seven U.S. Commercial Officers in these oil-producing countries. To register, call the WTC at (504) 529-1601, ext. 222 or register online at www.wtcno.org.

WTC TO HOST NOVEMBER 3 PROGRAM ON CHINA

The World Trade Center, Louisiana Economic Development, and other organizations will sponsor a **breakfast briefing** in the WTC's 29th Floor Executive Offices on **Monday, November 3** starting at 8:00 a.m. on **“Doing Business with Greater China (China, Hong Kong, and Taiwan)”** featuring **Steve Lee**, Director of the State of Louisiana Office in Taiwan. To register, call the WTC at (504) 529-1601, ext. 222 or register online at www.wtcno.org/programs.

LE BEAUJOLAIS NOUVEAU GALA ON NOVEMBER 23

The French-American Chamber of Commerce, Louisiana Chapter will host the annual **Le Beaujolais Nouveau Gala 2003 on Sunday, November 23, 2003, from 4:00 p.m. to 7:00 p.m. in the Ritz-Carlton New Orleans Grand Ballroom**. The Beaujolais Gala celebrates the release of the Beaujolais Nouveau 2003 wines and will offer the **exclusively labeled “Louisiana Purchase Bicentennial”** Beaujolais cuvée selected, bottled, and labeled in celebration of the 200th anniversary of this important event in the state's history.

A French-inspired Silent Auction and a Live Auction will feature an array of artwork, restaurant meals, luxury services, and exotic trips and stays at the Ritz-Carlton Hotels worldwide. **These “five-star excursions” will be auctioned off live the evening of the event.** Proceeds from the auction will benefit the French-American Chamber of Commerce and WRBH Reading Radio. Tickets are \$75 each and may be purchased by calling the Ritz-Carlton New Orleans at (504) 670-2837. For more information, or to become a Sponsor of the event, contact the French-American Chamber of Commerce at (504) 524-2042.

NOVEMBER 6 BUSINESS FORUM ON SOUTH AFRICA

On **Thursday, November 6**, the New Orleans U.S. Export Assistance Center, New Orleans South African Connection (NOSACONN), the World Trade Center, and other organizations will sponsor a **“Business Forum on South Africa” at the WTC from 8:30 a.m. to 3:00 p.m.** The Forum will include panel discussions on business opportunities and commercial trends in South Africa and a jazz lunch featuring South African wines.

Among the featured speakers at the Forum are Mayor of New Orleans **Ray Nagin**; **Mudunwazi Baloyi**, Economic Minister of the Embassy of South Africa in Washington; **Will Center**, Commercial Consul of the U.S. Embassy in South Africa; **Dr. Michael Sutcliffe**, City Manager, City of Durban, South Africa; and **Quint Davis**, Director, New Orleans Jazz & Heritage Festival. For additional information and to register for the Forum, call the WTC at (504) 529-1601, ext. 222, or register online at www.wtcno.org/programs.

SYMPOSIUM TO COMMEMORATE U.S.-JAPAN RELATIONS

The Japan Society of New Orleans, the Consulate-General of Japan, and the Port of New Orleans are presenting the symposium, **“150 Years of U.S.-Japan Relations: Commodore Matthew Perry's Legacy and Its Ties to New Orleans,”** on **Thursday, November 6** at 7:00 p.m. at the **Port of New Orleans headquarters building**.

The evening's program will feature four distinguished speakers, including special guest **Hon. Naoyuki Agawa**, Minister for Public Affairs at the Embassy of Japan, Washington, D.C. In his speech he will focus on key Japanese and Americans who have shaped the U.S.-Japan partnership.

Next, **Commander Matthew Hahne**, Operations Officer at Naval Support Activity New Orleans, will give a presentation about Commodore Matthew Perry, highlighting his world-changing voyage to Japan in 1853. Commander Hahne will be followed by **Dr. Joan Bennett**, Professor of Cell and Molecular Biology at Tulane University, who will speak about the historic medical contribution made by Dr. Jokichi Takamine, a one-time New Orleans resident. The final speaker will be **Dr. Charles Chamberlain**, Historian at the Louisiana State Museum. He will talk about Lafcadio Hearn's contribution to intercultural understanding between New Orleans and Japan through his literary works.

The symposium is **free and open to the public**; however, **reservations are required** and seating is available on a first come, basis. To register, call the consulate-General of Japan at (504) 529-2101, ext. 30.

DUTY DRAWBACK AND DEFERRAL PROGRAMS POSSIBLY TO END

Exporters receiving duty drawback refunds or using a duty deferral program (such as a foreign trade zone) risk losing those benefits. The U.S. Trade Representative (USTR) is seeking to restrict or eliminate the programs under various free trade agreements (FTA). The recently signed U.S.-Chile FTA contains such restrictions and the USTR will seek similar limitations in agreements being negotiated with most countries in the Western Hemisphere, as well as Australia, Morocco, and the Southern African Customs Union.

Duty Drawback is a refund program that provides exporters with a refund of 99% of the Customs duties paid on imported products or components that are then exported or used to manufacture finished goods that are then exported. Duty deferral programs, such as Foreign Trade Zones, are facilities within the U.S. that are considered outside of the U.S. customs territory. Deferral programs allow the user to import finished goods or components into the facility and export the same or finished products manufactured in the facility without paying duty.

The USTR is asking for comments regarding its current drawback and deferral program. Remarks should be e-mailed to FR079@ustr.gov or mailed to Ms. Sarah Sipkins, Director for Market Access, Office of the USTR, 600 17th Street, N.W., Room 422, Washington, D.C. 20508.

ATTENTION NAFTA EXPORTERS

Manufactured goods rarely qualify to use Preference Criterion A on the NAFTA Certificate of Origin. Preference Criterion A is used if "the good is wholly obtained or produced entirely in the territory of one or more of the NAFTA countries..." Wholly produced means that all components can be traced fully to the ground, air, sea or airspace of a NAFTA country. For details on completing a NAFTA Certificate of Origin, see the International Market Insight Report, "The New & Improved Easier Steps Towards Completing the NAFTA Certificate of Origin" at www.export.gov under Market Research. Also, see the U.S. Trade Information Center's NAFTA Certificate of Origin Interactive Tool at: <http://web.ita.doc.gov/ticwebsite/ticif.nsf/>.

WORLD AFFAIRS COUNCIL UPCOMING EVENTS

Wednesday, November 12 – "All is Not Gloom in Afghanistan," Dr. Frederick Starr, Director, Central Asia-Caucasus Institute at Johns Hopkins University. Evening event in New Orleans. Details to be announced.

Thursday, December 9 – "Challenges of U.S. Foreign Policy in East Asia," Ambassador Stapleton Roy, former U.S. Ambassador to Singapore, China, and Indonesia. Evening event in New Orleans. Details to be announced.

Check the World Affairs Council of New Orleans website at www.frawaca.org for additional information, or call (504) 523-2201.

CHEF TRAINING PROGRAM PROMOTES LOUISIANA CUISINE

For the past three years, the Southern U.S. Trade Association (SUSTA) has invited key chefs from foreign countries to learn about southern cooking, food products, and Louisiana history. **This year's two-week program**, held at the John Folse Culinary Institute in Thibodaux, **included nine chefs from the United Kingdom and three from Denmark.** The events have created a foreign demand for U.S. food products, including Louisiana items such as pecans and andouille sausage. (This information is excerpted from the SUSTA newsletter; visit www.susta.org for the entire article.)

ISRAEL: BEST PROSPECTS FOR U.S. EXPORTERS

The U.S. Commercial Service's latest edition of the Country Commercial Guide for Israel **lists the sectors where major opportunities exist for U.S. exports to Israel. Log on to www.buyusa.gov/israel/en/page175.html** to download the information. For Best Prospects Lists of other countries, **view the Country Commercial Guides** at www.export.gov (go to Market Research, then to Country & Industry Market Reports.)

NEW EXIM FINANCING PROGRAM

The Export-Import Bank of the U.S. (EXIM) recently enacted the Transportation Security Exports Program (T-SEP) to provide enhanced financial support for U.S. exporters of **products and services that help improve aviation and maritime transportation security sectors worldwide.** T-SEP helps U.S. exporters provide state-of-the-art equipment, technology, and services to countries seeking to improve the security of their cross-border transportation systems. **Contact Charles Goohs** at (202) 565-3790, or **e-mail: charles.goohs@exim.gov for more information.**

NEW REQUIREMENTS BY FOOD AND DRUG ADMINISTRATION

Many facilities and individuals engaged in the production, importation and distribution of food **must meet new requirements from the Food and Drug Administration (FDA) beginning December 12, 2003.** Mandated by the Public Health Security and Bioterrorism Preparedness and Response Act of 2002 (the Bioterrorism Act), **some of these regulations require:**

- **Registration of domestic and foreign food facilities** that manufacture, process, pack or hold food for human or animal consumption in the U.S;
- **Prior notice to FDA** of food imported or offered for import into the U.S;
- **Include/retain records** that identify the immediate previous sources and immediate subsequent recipients of food;
- **FDA will administratively detain food** that presents a serious health threat to humans or animals.

Log on to <http://www.fda.gov/oc/bioterrorism/bioact.html> for complete information.

U.S. COMMERCE DEPARTMENT INTERNATIONAL EVENTS

Call the U.S. Export Assistance Centers in New Orleans at (504) 589-6546 or Shreveport at (318) 676-3046 for details on any of the following events.

- **Hong Kong Int'l Franchise/Business Opportunities Expo 2003**, Hong Kong, China 12/1-4/03
- **Marintec China 2003: Maritime Products**, Shanghai, China 12/2-5/03
- **Enviromex Asia 2003 & Watermex Asia 2003: Environmental/ Water Techm** Singapore 12/2-5/03
- **CIA ChemAsia, InstrumentAsia, Analytical Lab: Chem Prod. Machinery** , Singapore 12/2-5/03
- **EPM Vietnam: Construction Eqpt/ Food Processing/Textile Machinery**, Hanoi, Vietnam 12/2-5/03
- **Natural Products Asia 2003: Healthcare Products**, Hong Kong 12/3-5/03
- **ChinaPlas 2003: Plastics Production Machinery/ Plastics/Resins**, Beijing, China 12/4-7/03
- **PAPEREX 2003: Pulp/Paper Industry** , New Delhi, India 12/5-8/03
- **Dubai Airshow 2003: Airport/Ground Support Equipment**, Dubai, United Arab Emirates 12/7-11/03
- **Expo Comm China South 2003: Telecommunications Services/Eqpt.**, Guangzhou, China 12/10-13/03
- **Outreach: Rebuilding Iraq**, Amman, Jordan 1/11-13/04
- **World Boutique, Hong Kong Fashion/Textiles**, 1/13-16/04
- **Arab Health 2004: Biotechnology/Drugs/Pharmaceuticals/Medical Equipment**, Dubai, UAE, 01/18-21/04
- **7th San Paulo Int'l Dental Trade Fair & 6th American Dental Show**, Sao Paulo, Brazil 01/25-29/04
- **U.S. Tourism Pavilion at Bolsa de Turismo de Lisboa (BTL)**, Lisbon, Portugal 01/21-25/04
- **6th Int'l Commercial Security, Fire, Police, Rescue, Safety Exhibition**, Dubai, UAE, 01/25-27/04
- **FITUR 2004: Travel/Tourism Services**, Madrid, Spain 01/30-03/04

BLAINE KERN TO SPEAK ON HIS EXPANDING GLOBAL ACTIVITIES

Blaine Kern, Chairman of Kern Studios in New Orleans but better known universally as **"Mr. Mardi Gras,"** will be the featured speaker at a **special luncheon program** in the World Trade Center's Plimssoll Club on **Tuesday, November 18** entitled **"Blaine Kern's Expanding World -- Taking Mardi Gras Abroad."** Mr. Kern will be discussing his ever-increasing design and construction business for the entertainment industry in other countries and his on-going importation of Mardi Gras decorations and throws. To register for the November 18 luncheon, **call the WTC at (504) 529-1601, ext.222** or **register on-line at www.wtcno.org/programs**

REPORT AVAILABLE ON EU VALUE-ADDED (VAT) TAX RULES

Understanding the **European Union's Value-Added Tax (VAT) rules** can seem daunting for many exporters. The U.S. Commercial Service/U.S. Mission to the European Union has prepared a **five-page report to help U.S. exporters** through the complex system. **Call the U.S. Export Assistance Center** in New Orleans at **(504) 589-5646** to obtain a copy.

NEW INTERACTIVE TRADE DATA WEBSITE

TradeStats Express, located on the U.S. Department of Commerce's website, contains **annual U.S. trade statistics**. The new site, developed by MapInfo Corporation, gives quick access to U.S. trade figures; trade balances from 1989-2002; and custom-tailored statistical maps and graphics. You can view the site at **<http://tse.export.gov>**. **Contact Angela Girard at (508) 285-6000** or **angela_girard@mapinfo.com** with any questions.

IDB BUSINESS SEMINAR ON MODERNIZATION OF THE STATE

The Inter-American Development Bank (IDB) is holding a **Business Seminar on "Modernization of the State"** on **November 7** at the IDB Headquarters in Washington D.C. The seminar **will provide information on IDB's support for development projects in the reform/modernization of the State sector** to companies and individuals interested in working with the IDB. The seminar on November 7 will discuss the Bank's current lending strategy, projects in the pipeline, and case studies. Furthermore, the speakers will present the IDB project cycle, which describes how projects are initiated and developed, and illustrates how your firm can keep informed about future projects.

The IDB is the largest multilateral provider of development financing for Latin America and the Caribbean, with **cumulative lending of \$118 billion**, and offering substantial business opportunities to the private sector. **The project pipeline for 2003-2005 is \$5.7 billion for reform/modernization of the State, representing over 25% of total IDB lending.** For detailed information about the IDB, visit its website at **<http://www.iadb.org>**. To register for the seminar, go to **<http://www.iadb.org/exr/bs/registration.htm>**. The registration fee of US \$95 covers a continental breakfast, seminar sessions, publications, a briefing book, and the IDB phone directory, as well as a networking luncheon.

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PROTECTING TRADEMARKS AND PATENTS IN THE EU

U.S. patents and trademarks do not provide industrial property (IP) protection outside United States territories because IP rights are territorial. Trademarks in the European Union (EU) have to be registered to be valid. U.S. firms may file trademark application in individual EU countries or they **may file a cost-effective Community Trademark**, good for ten years (renewable) in all EU member countries (<http://oami.eu.int/en/mark/marque/question.htm>). **Another protection is the Madrid Protocol**, which enables exporters to transform their U.S.-registered trademarks into an international application through the services of the **International Bureau of the World Intellectual Property Organization (www.wipo.org)**. Inventors will have to wait until 2006 to secure a single EU-wide "Community Patent" patent. For now, they **may use the "European Patent,"** which is basically a bundle of patents that must be validated, maintained, and litigated separately in each EU country. **(This information is excerpted from a five-page report by the U.S. Commercial Service/U.S. Mission to the EU. Call the U.S. Export Assistance Center in New Orleans at (504) 589-6546 for a copy.)**

PELICAN PRESS FEATURED IN U.S. EXPORT MAGAZINE

With the enticing headline **"Writing the Book on Exports: World Curls Up to Publishing Firm's Classics,"** the August issue of the U.S. Department of Commerce's monthly publication, **"Export Today"**, features **the international success story of Pelican Publishing Company of Gretna, Louisiana.** Owned since 1970 by Milburn and Nancy Calhoun, the company initially hit it big in 1975 when it published **"See You at the Top"** by super-motivator **Zig Ziglar**, which sold more than 1.6 million copies worldwide. Pelican went on to aggressively expand its publishing program to other categories as well. **The company now has more than 1,500 titles in print and publishes 75 to 100 new books annually.** Pelican has signed arrangements with book distributors in the major English-speaking markets and also has deals in the works for Singapore, Malaysia, India, and Brunei. The firm also has in place nearly 200 separate foreign agreements in 27 languages. The heart of Pelican's international marketing efforts is its participation in the Frankfurt, Germany Book fair, the major gathering of publishers worldwide. For a copy of the complete article in the August issue of Export Today, **call the New Orleans U.S. Export Assistance Center at (504) 589-6546.**

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